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HOMEMAKERS' CHAT

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U. S. DEPARTMENT
OF AGRICULTURE
OFFICE OF INFORMATION

(Release on receipt)

SUBJECT: "The Little Red Schoolhouse Lunch" ... Information from the Reports and Special Programs Branch, Production and Marketing Administration, U. S. Department of Agriculture.

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They say the way to a man's heart is through his stomach. But why wait until he's a man? Why not start giving him warm nourishing lunches now while he's a youngster in school? It'll not only warm his little heart, but make him a stronger, healthier, happier and brighter lad. It even works with little girls, too.

Right, you say. But just how do we go about giving a youngster a hot lunch when he's in school...away from home and the kitchen range? They surely haven't developed atomic energy or radar to do such things already!

No, nothing like that. It's quite simple. And it's being done for millions of school kids all over the country right now. First of all, a sponsoring group is found to handle the school lunch contract. This group might be the school officials, the PTA, or any civic-minded organization. The list of potential sponsors is as long as a school kid's appetite. The sponsoring group takes responsibility for the bills, equipment costs, operation costs and similar items. Uncle Sam then steps in and helps foot the food bill. That's all there is to it.

Last year, more than one billion pounds of food, most of it purchased from local dealers, was eaten by school children under the school lunch program. The sponsoring organizations provided cooking and serving equipment and found volunteers to do the actual cooking and serving. Revenue was derived from those able to pay for their lunches, or through box suppers, plays, rummage sales and other community money-raising stunts. The Government subsidized each meal out of a

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\$50,000,000 appropriation, and in addition, donated surplus fruits and vegetables bought to support farm prices. Every youngster covered by the program got his daily hot lunch, whether or not he was able to pay for it.

The whole community benefits from a school lunch program, not only in dollars and cents paid to local merchants and farmers for food, but in the improved health of the kiddies, stepped up school attendance, better classroom discipline, and better grades. The results have been proven by actual tests.

Even as encouraging as the results have been to date, many school children will be carrying cold lunches to school this year...that is, unless homemakers step in and see what can be done about finding sponsors.

It's something worth looking into.

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